

**MPA CONGRESSIONAL STAFF DELEGATION ITINERARY
NEW YORK CITY, NY**

SUNDAY, OCTOBER 6

- 5:00PM Depart Washington, DC Union Station on Amtrak Acela #2222
Staff may purchase their dinner at station or on train.
- 7:55PM Arrive at NYC Penn Station
- Ivory Zorich/MPA and shuttle van will meet staff outside of Penn Station at the Penn Hotel on 7th Avenue between 32 and 33 Streets for transportation to W New York Times Square for drop-off.
Location: W New York Times Square, 1567 Broadway; New York, NY
- 8:30PM Arrive at W New York Times Square. No MPA programming scheduled for this day.

MONDAY, OCTOBER 7

- 8:00AM Depart hotel for 30 Rock.
~* NOTE: Please check out of hotel and bring luggage to hotel entrance, as we will not be returning to hotel after programming day. Luggage will be loaded into our van.
Entrance: 30 Rock, 50th Street Entrance. (Once inside the building, proceed to the guest reception desk. A security manager and page will escort us to The Gardens.)
- 8:30AM-8:55AM **Light Morning Refreshments**
Location: The Gardens
- 8:55AM Move to The Pioneer Lab.
- 9:00AM-9:02AM **Welcome Remarks by Ivory Zorich, Event Consultant/Programmer, MPA**
- 9:02AM - 9:45AM **Piracy Living Room Presentation and Discussion with David Green, Vice President, Public Policy and Creative Content Protection, NBCUniversal**
Location: The Pioneer Lab
Description: NBCUniversal experts will provide an in-depth presentation on the online piracy ecosystem. The presentation will include demonstrations of how consumers typically obtain unlawful content and how content-theft sites profit through advertising, subscriptions, and malware distribution. The group will also discuss the legal and political efforts the industry is undertaking to reduce the theft of film and television content, and the importance of international trade agreements to that effort. The presentation will also discuss "piracy devices and apps": the fast-growing phenomenon of set-top boxes that, like Apple TV or Roku, attach to the television to provide easy access to Internet content, but, unlike those legitimate devices, tap into pirated sources for live channels and video on demand content.
- 9:45AM-11:00AM **Educational Tour of 30 Rockefeller**
The tour will provide a first-hand look at the TV, news and entertainment

production process. The group will visit physical sets, broadcast production facilities, and an active newsroom. Throughout the visit, we will discuss the extensive resources that are invested in creating original content, and the importance of protecting this valuable intellectual property, including copyrights, trademarks, and the licensing marketplace.

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| 11:00AM | Proceed to shuttle bus |
| 11:15AM | Depart 30 Rock for Manducatis Rustica
Location: 46-35 Vernon Boulevard, Long Island City, NY |
| 11:45AM | Staff Delegation arrives at Manducatis Rustica |
| 11:45AM-12:45PM | Lunch
Location: Manducatis Rustica |
| 12:45PM | Depart Manducatis Rustica for Silvercup Studios
Location: 42-22 22 nd Street, Long Island City, NY |
| 12:55PM | Staff Delegation arrives at Silvercup Studios |
| 1:00PM-1:15PM | Welcome Remarks and Presentation
with Stuart Suna, Co-Owner and Founder, Silvercup Studios, and
Zoe Match Suna, Communications Manager, Silvercup Studios
Location: Conference Room
Description: The group will meet Silvercup Studios Representatives Stuart and Zoe, who will share Silvercup's 30+ year history, which has established the studio as the largest, independent, full-service film and television production facility in the northeastern United States. This will provide a concrete perspective of the level of infrastructure New York has invested into the film industry. They will also discuss the development of the film and television industry in New York, as well as their involvement with creating local internships and jobs for the community. |
| 1:15PM-2:30PM | Educational Tour of Silvercup Studios
Description: Following Stuart and Zoe's presentation, the group will visit a television set and support spaces to get a behind-the-scenes look at the production process and the large variety of jobs that bring together the on-screen magic. |
| 2:30PM | Proceed to shuttle bus |
| 2:35PM | Depart Silvercup Studios for Steiner Studios
Location: 15 Washington Ave, Brooklyn, NY 11205 |
| 3:20PM | Arrive at Steiner Studios |
| 3:25PM-3:55PM | Welcome Remarks and Presentation
with Doug Steiner, Owner, Steiner Studios
Location: Studio Conference Room |

